



CAREER CLUSTER
Marketing

INSTRUCTIONAL AREA
Operations

SPORTS AND ENTERTAINMENT MARKETING SERIES EVENT

PARTICIPANT INSTRUCTIONS

PROCEDURES

1. The event will be presented to you through your reading of these instructions, including the Performance Indicators and Event Situation. You will have up to 10 minutes to review this information to determine how you will handle the role-play situation and demonstrate the performance indicators of this event. During the preparation period, you may make notes to use during the role-play situation.
2. You will give an ID label to your adult assistant during the preparation time.
3. You will have up to 10 minutes to role-play your situation with a judge (you may have more than one judge).
4. You will be evaluated on how well you meet the performance indicators of this event.
5. Turn in all your notes and event materials when you have completed the role-play.

PERFORMANCE INDICATORS

1. Develop production schedules for events.
2. Identify resources needed for a project.
3. Develop project plans.
4. Conduct a risk assessment of an event.
5. Explain the need for sport/event insurance.

EVENT SITUATION

You are to assume the role of city manager for a community of 5,000 people. The mayor (judge) has asked you for an operations strategy for including a carnival in the town's summer celebration.

Each year your community hosts a four-day summer celebration that includes live bands, a street dance, a barbecue picnic, and a high school reunion. Last year your community surveyed individuals who participated in the celebration to determine what additional features could be added to the event. The number one request was carnival rides on Main Street for young people to enjoy.

The mayor (judge) wants to include carnival rides on Main Street for this year's summer celebration. You have located a reputable carnival operation in your state that is willing to set up 10 rides on Main Street. The mayor (judge) has asked you to investigate this possibility and prepare a plan for incorporating carnival rides into this year's event.

There are risks involved with any celebration that involves food, folks and fun. The temporary carnival operation on Main Street presents additional challenges and responsibilities for your community.

You will present your operations strategy for the carnival at the summer celebration to the mayor (judge) in a role-play to take place in the mayor's (judge's) office. The mayor (judge) will begin the role-play by greeting you and asking to hear your ideas. After you have presented your plan and have answered the mayor's (judge's) questions, the mayor (judge) will conclude the role-play by thanking you for your work.

JUDGE'S INSTRUCTIONS

DIRECTIONS, PROCEDURES AND JUDGE'S ROLE

In preparation for this event, you should review the following information with your event manager and other judges:

1. Procedures
2. Performance Indicators
3. Event Situation
4. Judge Role-play Characterization
Participants may conduct a slightly different type of meeting and/or discussion with you each time; however, it is important that the information you provide and the questions you ask be uniform for every participant.
5. Judge's Evaluation Instructions
6. Judge's Evaluation Form
Please use a critical and consistent eye in rating each participant.

JUDGE ROLE-PLAY CHARACTERIZATION

You are to assume the role of mayor of a community of 5,000 people. You have asked your city manager (participant) for an operations strategy incorporating carnival rides into your city's upcoming street fair.

Each year your community hosts a four-day summer celebration that includes live bands, a street dance, a barbecue picnic and a high school reunion. Last year your community surveyed individuals who participated in the celebration to determine what additional features could be added to the event.

The number one request was carnival rides on Main Street for the young people to enjoy. You want to include carnival rides on Main Street for this year's celebration. The city manager (participant) has located a reputable carnival operation in your state that is willing to set up 10 rides on Main Street. You've asked the city manager (participant) to investigate this possibility and prepare a plan for incorporating carnival rides into this year's event.

There are risks involved with any celebration that involves food, folks and fun. The temporary carnival operation on Main Street presents additional challenges and responsibilities for your community.

The city manager (participant) will present the operations strategy to you in a role-play to take place in your office. You will begin the role-play by greeting the city manager (participant) and asking to hear his/her ideas

During the course of the role-play you are to ask the following questions of each participant:

1. What extra security and safety precautions are necessary with the addition of a carnival to our celebration?
2. Who will be liable if an accident happens on one of the carnival rides?
3. What is the advantage or challenges for businesses of having the carnival set up on Main Street?

Once the city manager (participant) has presented the plan and has answered your questions, you will conclude the role-play by thanking the city manager (participant) for the work.

You are not to make any comments after the event is over except to thank the participant.

JUDGE'S EVALUATION INSTRUCTIONS

Evaluation Form Information

The participants are to be evaluated on their ability to perform the specific performance indicators stated on the cover sheet of this event and restated on the Judge's Evaluation Form. Although you may see other performance indicators being demonstrated by the participants, those listed in the Performance Indicators section are the critical ones you are measuring for this particular event.

Evaluation Form Interpretation

The evaluation levels listed below and the evaluation rating procedures should be discussed thoroughly with your event chairperson and the other judges to ensure complete and common understanding for judging consistency.

Level of Evaluation	Interpretation Level
Exceeds Expectations	Participant demonstrated the performance indicator in an extremely professional manner; greatly exceeds business standards; would rank in the top 10% of business personnel performing this performance indicator.
Meets Expectations	Participant demonstrated the performance indicator in an acceptable and effective manner; meets at least minimal business standards; there would be no need for additional formalized training at this time; would rank in the 70-89 th percentile of business personnel performing this performance indicator.
Below Expectations	Participant demonstrated the performance indicator with limited effectiveness; performance generally fell below minimal business standards; additional training would be required to improve knowledge, attitude and/or skills; would rank in the 50-69 th percentile of business personnel performing this performance indicator.
Little/No Value	Participant demonstrated the performance indicator with little or no effectiveness; a great deal of formal training would be needed immediately; perhaps this person should seek other employment; would rank in the 0-49 th percentile of business personnel performing this performance indicator.

JUDGE'S EVALUATION FORM

SEM
STATE EVENT 2010

DID THE PARTICIPANT:

1. Develop production schedules for events?

Little/No Value

0, 2

Attempts at developing production schedules for an event were inadequate or weak.

Below Expectations

4, 6, 8

Adequately developed a production schedule for an event.

Meets Expectations

10, 12, 14

Effectively developed a production schedule for an event.

Exceeds Expectations

16, 18

Very effectively developed a production schedule for an event.

2. Identify resources needed for a project?

Little/No Value

0, 2

Attempts at identifying resources needed for a project were inadequate or weak.

Below Expectations

4, 6, 8

Adequately identified resources needed for a project.

Meets Expectations

10, 12, 14

Effectively identified resources needed for a project.

Exceeds Expectations

16, 18

Very effectively identified resources needed for a project.

3. Develop project plans?

Little/No Value

0, 2

Attempts at developing project plans were weak or inadequate.

Below Expectations

4, 6, 8

Adequately developed project plans.

Meets Expectations

10, 12, 14

Effectively developed project plans.

Exceeds Expectations

16, 18

Very effectively developed project plans.

4. Conduct a risk assessment of an event?

Little/No Value

0, 2

Attempts at conducting a risk assessment of an event were inadequate or unclear.

Below Expectations

4, 6, 8

Adequately conducted a risk assessment of an event.

Meets Expectations

10, 12, 14

Effectively conducted a risk assessment of an event.

Exceeds Expectations

16, 18

Very effectively conducted a risk assessment of an event.

5. Explain the need for sport/event insurance?

Little/No Value

0, 2

Attempts at explaining the need for sport/event insurance were inadequate or weak.

Below Expectations

4, 6, 8

Adequately explained the need for sport/event insurance.

Meets Expectations

10, 12, 14

Effectively explained the need for sport/event insurance.

Exceeds Expectations

16, 18

Very effectively explained the need for sport/event insurance.

6. Overall impression and response to the judge's questions:

Little/No Value

0, 1

Demonstrated few skills; could not answer the judge's questions.

Below Expectations

2, 3, 4

Demonstrated limited ability to link some skills; answered the judge's questions adequately.

Meets Expectations

5, 6, 7

Demonstrated the specified skills; answered the judge's questions effectively.

Exceeds Expectations

8, 9, 10

Demonstrated skills confidently and professionally; answered the judge's questions very effectively and thoroughly.

Judge's Initials _____

TOTAL SCORE _____